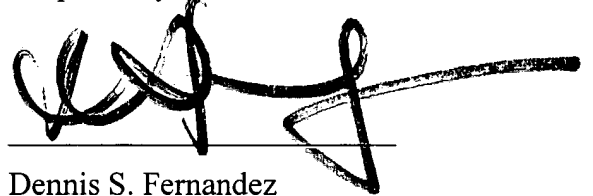


REMARKS

In response to examiner rejection of claims 1, 2, 4-8, and 19-20 per 35USC102 over Levergood (US.PAT 5708780), and claims 3 and 9-18 per 35USC103a over Levergood and Hoffberg (US.PAT 5775357), Applicants amend claims 1, 9 and 19 to specify patentably over such references among other things that "... the client request compris[es] an online search query or auction bid, whereby a sale or transaction message may be provided to one or more clients classified in the set in response to the client request and one or more sensed client attributes in order to bill or charge the client appropriately for the search query or auction bid." Support appears in specification, page 21, line 8 to page 22, line 19.

Applicants respectfully submit that claims are in condition for allowance; and reconsideration of rejections is requested.

Respectfully submitted,



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